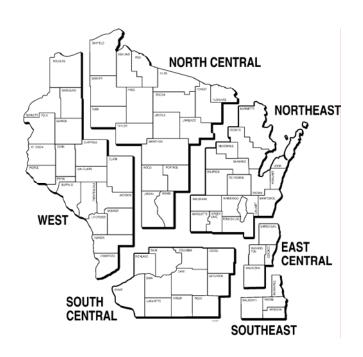**Scott Hassett**
Secretary

Tree City USA Certification, Re-certification & Growth Award Application Packet

Participating in the Tree City USA program represents an important commitment to the management of your community's urban forest resource. The Wisconsin Department of Natural Resources is ready to provide your community with technical and educational assistance to develop a sustainable community forestry program.

This Tree City application packet contains step-by-step instructions and worksheets to walk you through the Tree City USA Certification and Recertification process. The requirements of each of the four standards (sections) are outlined; also listed are helpful ideas and procedures to make the process as simple as possible. This packet does not contain the one-page Tree City USA application which must also be completed and accompany this packet.

Please take the time to carefully read through the application procedures and attached information. Send your completed application and these worksheets with documentation to your Regional Urban Forestry Coordinator (see map at right and list below). If you have any questions or concerns, please contact your Regional Urban Forestry Coordinator.

Applications are due by December 31.

Wisconsin Regional Urban Forestry Coordinators

West
Cindy Casey
Regional Urban Forestry Coord.
1300 West Clairemont Ave.,
Box 4001
Eau Claire, WI 54702
Phone: (715) 839-1606
Fax: (715) 839-6076
Email: Cynthia.Casey-Widstrand@dnr.state.wi.us

North Central
Don Kissinger
Regional Urban Forestry Coord.
5301 Rib Mountain Drive
Wausau, WI 54401
Phone: (715) 359-5793
Fax: (715) 355-5253
Email: Don.Kissinger@dnr.state.wi.us

South Central
Jeff Roe
Regional Urban Forestry Coord.
3911 Fish Hatchery Road
Fitchburg, WI 53711
Phone: (608) 275-3256
Fax: (608) 275-3338
Email: Jeffrey.Roe@dnr.state.wi.us

Northeast
Tracy Salisbury
Regional Urban Forestry Coord.
2984 Shawano Ave.
P.O. Box 10448
Green Bay, WI 54307-0448
Phone: (920) 662-5450
Fax: (920) 662-5159
Email: Tracy.Salisbury@dnr.state.wi.us

Southeast & East Central
Kim Sebastian
Regional Urban Forestry Coord.
2300 N. Martin Luther King Jr. Dr.
Milwaukee, WI 53212
Phone: (414) 263-8602
Fax: (414) 263-8483
Email: Kim.Sebastian@dnr.state.wi.us

Wisconsin Tree City USA
Standard 1: Tree Board or Department

You are asked to provide a list of your community's tree board or commission members and the meeting dates for the past year, or the name of the city department and manager responsible for your community's tree program. You can list the information on the application form or it may be easier to list it here and write "see attached" on the form.

Name of Board or Commission which
oversees your Community's tree program: _____

Date Established (first time applicants only): _____

Commission/Board members: _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Meeting Dates for 200__:_____   _____   _____   _____

_____   _____   _____   _____   _____

_____   _____   _____   _____   _____

-AND/OR-

Department in charge of your
community's tree management program: _____

Name of the Manager in charge of your
community's tree management program: _____

Wisconsin Tree City USA
Standard 2: A Community Tree Ordinance

First time certification: Please **include** a copy of your community's tree ordinance. Please also include the date it was established under standard 2 of the certification application.

Recertification: If your tree ordinance has not changed since you last submitted it with a Tree City Application, **check** the first box under Standard 2 on the Tree City Recertification application.

If your community tree ordinance has changed or has been updated, please **check** the second box under standard 2 on the Tree City Recertification application *and include a copy with this application packet.*

Standard 3 - part one: A Community Forestry Program with an Annual Budget of at least $2 per capita

Tree City USA Financial Worksheet

You are asked to provide the total community forestry expenditures for the past year and the current community population. Remember the minimum total expenditure is $2 per capita (per person). To calculate your community tree program expenditures, please **complete** the financial worksheet below and **attach supporting budget information**. Volunteer contributions and private donations are acceptable as are receipts that are deposited into the forestry budget. It is essential that you provide complete and accurate information. *A list of qualifying expenditures & a list of value standards for volunteers can be found on the back of this page.*

1. **Your Community's population:**
   (Please also enter under standard 3 on the (re)certification application)   *1)*_____

2. **Tree Planting and Initial Care** - Include salaries and benefits, volunteer time, plant material, planting, watering, mulching, & vegetation control (at planting sites only).
   Do NOT include activities listed in item 7 below.   2) $ _____

3. **Community Forest Management -** Include salaries and benefits, volunteer time, expenses for public education, professional training, memberships, street and park tree inventory, pest management, fertilization, pruning and associated costs. *NOTE: Do NOT include utility tree pruning costs or activities mentioned in item 7 below!*   3) $ _____

4. **Tree Removals -** Include salaries and benefits, volunteer time and all other costs associated with tree removals. NOTE: *Do NOT include utility tree removal costs or activities mentioned in item 7 below!*   4) $ _____

5. **Administrative Expenses** - Include salaries and benefits, volunteer time and all other costs of activities such as contract management, grant administration, supervision and other forestry program management activities   5) $ _____

6. **Utility Expenses**
   a)   Line clearance per se is not tree maintenance. Utility trimming expenses are allowed only if the utility is a partner in your community's tree program, and complies w/ANSI A300 pruning standards.

   6a) Enter amount here: $ _____

   b)   The maximum allowed for utility expenses is $1 per capita.
   (Please enter the smaller of line 1 or 6a)   6b) $ _____

7. **Other Activities**
   a)   Other undefined costs not already mentioned associated with your community forestry program, such as costs for *storm cleanup, brush pick-up from non-public properties, chipping of brush from non-public properties, etc.* (please describe the activities on the back side of this form.)
   7a) Enter amount here: $ _____

   b)   The maximum allowed for these other activities is $0.50 per capita.
   (Please enter the smaller of line 7a, or line 1 times 0.5)   7b) $ _____

8. Total Forestry Budget
   Add up lines 2, 3, 4, 5, 6b and 7b and enter here and under standard 3 on the (re)certification application. To qualify for Tree City USA, line 8 must be at least twice line 1.   **TOTAL 8) $ _____**

Signed _____   Date_____

Title _____

Please list here the activities for which you are claiming costs under item 7 on page 3:

Tree City USA Qualifying Expenditures

The following expenses for <u>public</u> tree care (street, park, cemetery) may be counted towards the $2 per capita requirement of **Standard 3**:

- administrative time
- Arbor Day program
- chipping (maximum of $0.50 per capita)
- computer inventory software
- contract work
- equipment maintenance
- equipment purchases (large equipment can be depreciated over life span)
- equipment rental (chipper, bucket truck, stump grinder, etc.)
- fertilizing
- insect control on trees
- insurance
- memberships in and donations to tree organizations
- mulching
- pick-up and/or chipping of tree trimmings from private properties (maximum of $0.50 per capita)
- prizes for Arbor Day contests
- public education materials - brochures, newsletters, etc.
- staff salaries and benefits (or portion thereof) to accomplish the tasks listed on this page (subject to noted limits)
- stump and root removal

- survey or inventory expenses
- tree board salary (most are volunteer, some are paid)
- tree care conferences and workshops attended by community workers and/or volunteers
- Tree moving/relocation
- tree pruning costs (excluding utility pruning)
- tree purchases and planting
- tree removal (excluding utility removals)
- utility pruning and removals (maximum of $1 per capita)
- watering
- volunteer labor/time (see table below for rates)
- value of donated materials (including trees)

  (grant moneys expended for any of these items may be counted)

Items *not* eligible toward Tree City USA
- lawn mowing
- leaf pick-up
- tree work on non-public property
- weed and brush control not related to planting areas (i.e. right-of-ways, etc.)

Value Standards for Donations:
(certification and recertification use)

The value allowed for donated labor will be as follows:
1. **Laborer (age 12 and above) - $5.15/hr.**
   Provides unskilled, manual labor such as site preparation, planting, watering, mulching, data gathering or entry, surveying for insects and diseases, pruning, bookkeeping and clerical work, etc.
2. **Project Coordinator - $15.00/hr.**
   Coordinates the project or significant aspects thereof. This might include project planning, recruiting and training workers, arranging for supplies or facilities, scheduling workers or activities, etc. The project coordinator rate may apply to tree board members acting in their advisory capacity.
3. **Expert** - **$20.00/hr or documented, compensated rate**
   Provides expert information or assistance to the project. Individuals in this category must have training or experience in the particular field of expertise. For donated time to be valued at the expert rate, the task must directly relate to the volunteer's profession or training. If compensated rate is claimed, the actual, direct salary rate—not the billing rate—must be used and documented.

You are asked to provide an annual work plan outlining the work carried out during the past year. The worksheet below contains a column for every month, January-December, in which dots represent weeks. See the instructions and example on the back. Please **complete the worksheet below and the accomplishment report** on the back of this sheet. Consider using a copy of this form to plan next year's activities.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Annual planning and review session												
a. prioritize work to be done	....	....	....	....	....	....	....	....	....	....	....	....
b. organize activities, people, dates	....	....	....	....	....	....	....	....	....	....	....	....
c. budget planning; budget hearings, etc.	....	....	....	....	....	....	....	....	....	....	....	....
2. Tree planting												
a. survey potential planting sites	....	....	....	....	....	....	....	....	....	....	....	....
b. specify locations, species, cultivars	....	....	....	....	....	....	....	....	....	....	....	....
c. notify adjacent property owners	....	....	....	....	....	....	....	....	....	....	....	....
d. announce and hold public hearings	....	....	....	....	....	....	....	....	....	....	....	....
e. order trees	....	....	....	....	....	....	....	....	....	....	....	....
f. receive, inspect, store trees	....	....	....	....	....	....	....	....	....	....	....	....
g. plant trees, prune and stake	....	....	....	....	....	....	....	....	....	....	....	....
h. water as needed	....	....	....	....	....	....	....	....	....	....	....	....
3. Tree pruning												
a. survey trees, decide which to prune	....	....	....	....	....	....	....	....	....	....	....	....
b. schedule crew, equipment, supplies	....	....	....	....	....	....	....	....	....	....	....	....
c. schedule contract tree crews	....	....	....	....	....	....	....	....	....	....	....	....
d. supervise pruning and disposal of brush	....	....	....	....	....	....	....	....	....	....	....	....
4. Tree removals												
a. survey trees, decide on removals	....	....	....	....	....	....	....	....	....	....	....	....
b. notify adjacent property owners	....	....	....	....	....	....	....	....	....	....	....	....
c. announce and hold public hearings	....	....	....	....	....	....	....	....	....	....	....	....
d. schedule crew, equipment, supplies	....	....	....	....	....	....	....	....	....	....	....	....
e. schedule contract tree crews	....	....	....	....	....	....	....	....	....	....	....	....
f. stump grinding, reseeding	....	....	....	....	....	....	....	....	....	....	....	....
5. Public relations												
a. report to municipal officials	....	....	....	....	....	....	....	....	....	....	....	....
b. news releases	....	....	....	....	....	....	....	....	....	....	....	....
c. news and TV coverage of events	....	....	....	....	....	....	....	....	....	....	....	....
d. submit Tree City USA application	....	....	....	....	....	....	....	....	....	....	....	....
e. develop UF grant project	....	....	....	....	....	....	....	....	....	....	....	....
f. complete UF grant application	....	....	....	....	....	....	....	....	....	....	....	....
g. plan and hold Arbor Day celebration	....	....	....	....	....	....	....	....	....	....	....	....
h. conduct youth education	....	....	....	....	....	....	....	....	....	....	....	....
6. Other tasks												
a. water most vulnerable trees during droughts	....	....	....	....	....	....	....	....	....	....	....	....
b. fertilize deficient trees	....	....	....	....	....	....	....	....	....	....	....	....
c. control diseases and insects as needed	....	....	....	....	....	....	....	....	....	....	....	....
d. clean up storm breakage	....	....	....	....	....	....	....	....	....	....	....	....
f. educational opportunities for tree commission	....	....	....	....	....	....	....	....	....	....	....	....
g. training and safety education of tree workers	....	....	....	....	....	....	....	....	....	....	....	....
h. removal of stakes and tree wrap	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Please complete the following information:

City, Village or Town:

Mission Statement: (A simple statement or sentence that indicates what your tree board or department is trying to accomplish)

Accomplishment Report (Past Year): Please check all that apply and add any not listed. Where indicated, supply the number of trees planted, pruned, removed, etc.

A. ____ Adopted or revised community tree ordinance   **B**. ____ Held Arbor Day celebration

C. ____ Planted Trees: #_____ street trees #_____ park trees #_____ other   **D**. ____ Pruned/trimmed #_____ trees.

E. ____ Removed #_____ dead/dying trees   **F**. ____ Distributed #_____*quantity* educational publications

G. ____ Attended educational / training program: ____ State Urban Forestry Conference   ____Tree Care Workshop

____Other _____   ____ Other

Other:

Annual Work Plan Worksheet Instructions and Example

To complete the annual work plan worksheet on the front side of this page: For each activity, place an 'x' on top of the dots for each week of the year your community was involved in that activity. Each dot represents one week. The worksheet assumes four weeks per month. (This example shows only a portion of the worksheet)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Annual planning and review session												
a. prioritize work to be done	. .xx	x. . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .
b. organize activities, people dates	. . . .	. .. .	x . . .	x . . .	xx. .	. . . .	x . . .	. . . .	x. x.	. . . .	. . . .	. . . .
2. Tree planting												
a. survey potential planting sites	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . .x	xx. .
b. specify locations, species, cultivars	xxx.	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .
c. notify adjacent property owners	. . . .	. . . .	xxxx	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .
d. announce and hold public hearings	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .
e. order trees	. . . .	.x . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .	. . . .
f. receive, inspect, store trees	. . . .	. . . .	. . . .	. xx.	. . . .	. . . .	. . . .	. . . .	. . . .	. .xx	. . . .	. . . .
g. plant trees, prune and stake	. . . .	. . . .	. . . .	. . .x	xx. .	. . . .	. . . .	. . . .	. . . .	. . . .	xx. .	. . . .
h. water as needed	. . . .	. . . .	. . . .	. . . .	.xxx	xxxx	xxxx	xxxx	xxxx	xxx.	. . . .	. . . .
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Wisconsin Tree City USA
Standard 4: An Arbor Day Observance and Proclamation

Please **fill** in the date your Arbor Day observance was held on the (re)certification application. **Attach** appropriate documentation that demonstrates some type of Arbor Day celebration was held. **Attach** a copy of your community's Arbor Day Proclamation for the year for which you are applying for (re)certification.

Documentation should include an agenda or description of the Arbor Day event(s) and press coverage of the event if available. Include any other information that shows how your Arbor Day event was planned and/or carried out.

Wisconsin Tree City USA
Completing the Application

Signature required:
The person who is making application (name appears at the top of the page) must **sign** the application on the line just below standard four.

Mayor or Equivalent:
In the space provided, **fill** in the name of the mayor, village president, town board chair or whoever is acting as the leader of your community. A complete address is necessary.

City Forestry Contact:
In the space provided on the application, **fill** in the name of the person designated as the community forestry contact. This person can be the: Parks Supervisor, Village or Town Maintenance person, Public Works Director, City Manager, volunteer, etc. A complete address is necessary.

Application checklist:

___ Completed and signed certification application (if first time applicant) or recertification application.

___ List of tree board/commission members and meeting dates and/or name of department and person in that department in charge of your community's tree care program.

___ A copy of your community's tree ordinance - If a new applicant or if you are applying for recertification and your ordinance has changed since your last application.

___ Completed Tree City USA financial worksheet.

___ Supporting budget documentation.

___ Completed Tree City USA annual work plan worksheet.

___ Completed Tree City USA annual accomplishment report.

___ Arbor Day observance program/agenda and/or news coverage of event.

___ Arbor Day proclamation.

The Tree City Growth Award recognizes Tree City communities that have made a significant improvement in their tree care efforts. To be eligible, communities must have been a Tree City the previous year AND must have spent at least as much this year on their tree care program as last year.[1] In order to qualify for the Growth Award, communities must have completed activities listed in the Growth Award Application which total 10 or more points. **Only those activities completed in the application year are eligible.**

Growth Awards are not intended to be achieved every year, but rather mark years when special projects or efforts have raised the level of tree care in the community. Please note that most activities are only eligible the *first* year they are implemented, unless they are significantly improved. For example, if your community started a continuing education program for staff (activity A8) in one year and used that activity to receive a Growth Award, you cannot use it again for a Growth Award in a subsequent year unless the program was significantly improved.

Please fill in all the information requested on the application. Use the amount shown on your previous year's Tree City application (under standard 3) for the amount spent on your forestry program last year. For each activity that will earn points toward a Growth Award, list the activity number, name of the activity and the number of points earned. Attach separate sheets to document and describe each activity as appropriate. You must supply a good explanation of the activity. Some examples are shown below. Mail the completed Growth Award application and accompanying documentation to your regional urban forestry coordinator *by December 31* (see map on page 1).

Examples of good activity descriptions (from 1995 applications):

B1   New Project or Organization - The City and area public schools have started a joint nursery project. The purpose of this project is to give students experience in the growing and caring of nursery stock. It is the feeling of the partners that when stock is ready for transplanting, the school system or city will have the necessary sites where the stock can be used.

      The educational portion of this venture will provide the students experience in the care and growing of the tree stock. This will also provide students with business experience when they sell their planting stock.

      At present, the school system will have the site on their property. The city will supply the compost for the beds and much of the mulch in the future.

      The present site is 12 acres with room for expansion. The spring of 1996 will see the first seedlings being installed. With this in place, it can only grow into a very worthwhile project. As the nursery develops, trees will be offered for sale to residents. Labor and supervision will be supplied by students and teachers of the school district.

B7   Engineering/Forestry Coordination - In 1995, the city adopted a sidewalk installation policy for the entire city. Previously, the city had no firm policy. Most subdivisions and commercial buildings developed in the last 25 years do not have sidewalks on their property. The city hired a consultant to determine which areas of the city most needed sidewalks, This year, the city began using the new plan and started installing sidewalks on both sides of the street.

      Needless to say that after 25 years of being in place without sidewalks, neighborhoods and businesses expressed a lot of concern regarding the installation of the sidewalks. One of the many problems with installing the sidewalks were trees. The engineering technician and the city forester worked together in determining sidewalk locations to minimize impact on terrace and private property trees. A copy of the new sidewalk policy is enclosed.

      Also starting in August of 1995, the city started planning for major improvements to be done to 3 streets [listed]. The city hired a consulting firm to do the engineering for the roadway improvements. The construction for the projects is scheduled for 1997 and 1998. It has been very important that the city forester has been included in the planning of these projects since the very beginning.

      Enclosures: Notice of first public informational meeting, map of project locations and road improvement detail, public comment form, minutes of meeting, list of attendees, sidewalk repair policy with tree policies highlighted.

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[1]Note - if community expenditures for this year's tree program are less than last year, but it was because of special projects or emergency situations, your community can still be eligible for a Growth Award. Provide an explanation for the reason spending is less this year than last. If you are unsure as to what constitutes a special project or situation, call your regional urban forestry coordinator.